

# Nokia WiFi

Unlock the full potential of the Digital Home

# Gigabit bandwidth required TO and INTO the home



Augmented Reality

Immersive Video



Education



Virtual Reality

Health Care



Smart Home

Camera Surveillance

Tactile Internet



Home-based Business

Cloud storage



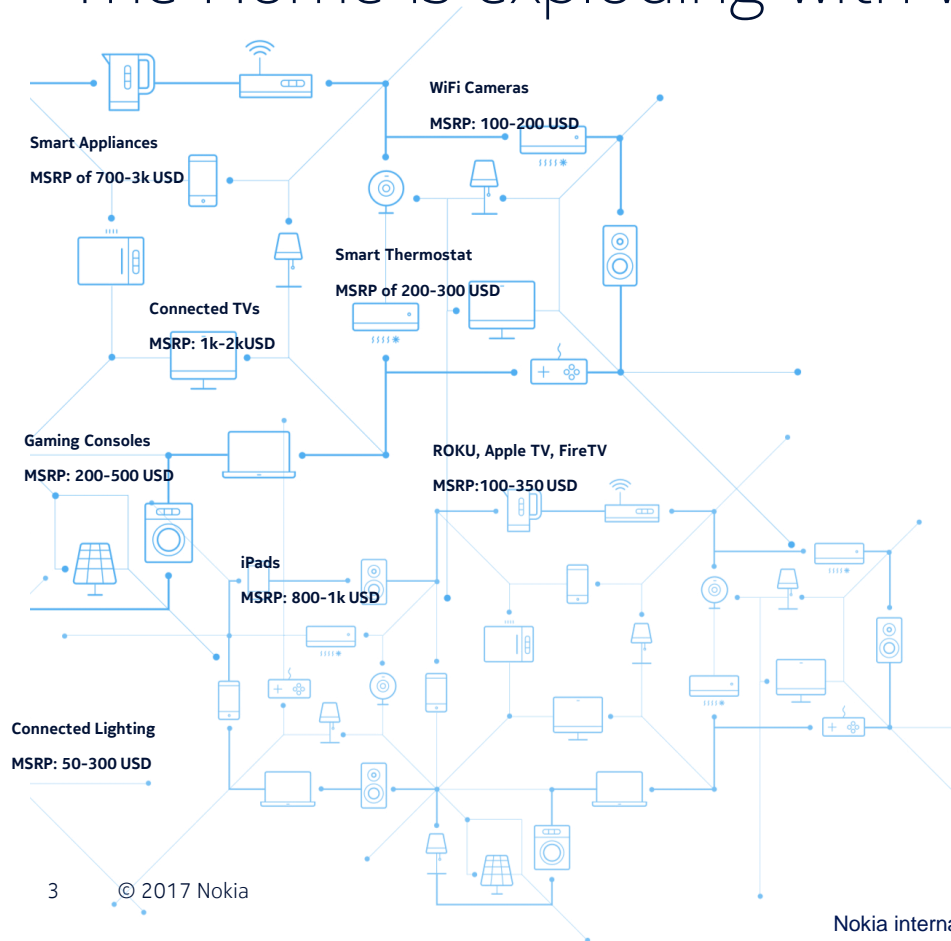
50 

wirelessly connected  
devices per household  
by 2022

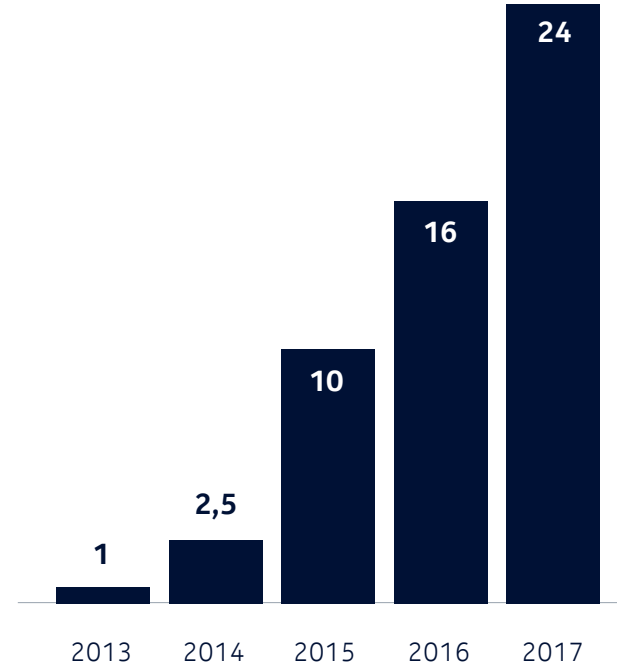
80% 

of mobile traffic is  
Wi-Fi

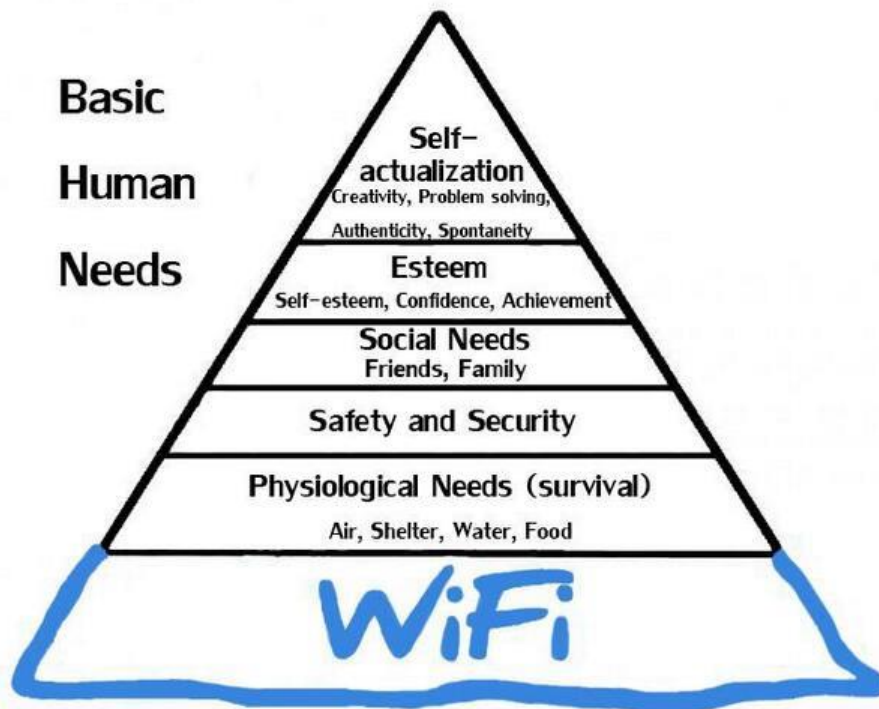
# The Home is exploding with wireless devices



Wi-Fi Devices Shipments (Billion)



# Gigabit bandwidth required **TO** and **INTO** the home



**New Pyramid of Human Needs**

**50** 

wirelessly connected  
devices per household  
by 2022

**80%** 

of mobile traffic is  
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# Insights

WiFi is the most important thing to home owners

People are willing to pay for a managed WiFi service on top of subs

The majority of home owners know little to nothing about WiFi or mesh.

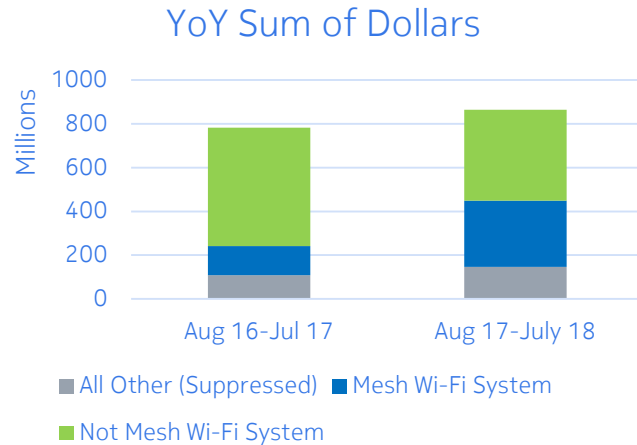
Google WiFi sells 3x more units than the nearest competitor at similar pricing

# The Mesh WiFi Market is Growing in the U.S.

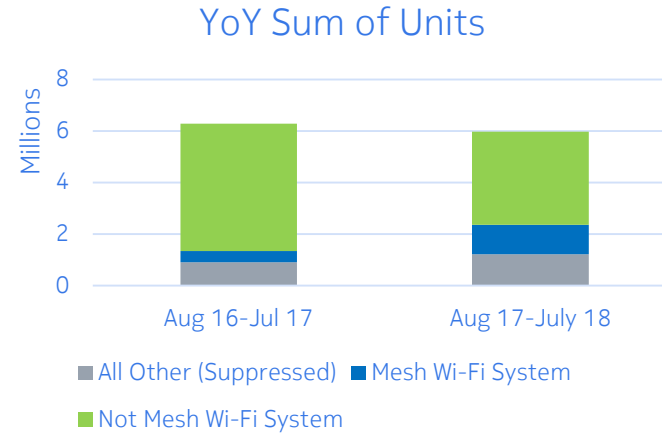
Increasing percentage of dollars and shipments in the U.S. are Mesh WiFi systems

- U.S. Unit sales have declined YoY while revenue has increased, as retailers move from low end routers to mesh solutions

## Revenues



## Units



Source: NPD US Tech POS Monthly Retail Data, July 2018

# Gigabit bandwidth required to and into the home

## But Wi-Fi is the weakest link

30%

of helpdesk calls  
are Wi-Fi related

\$26

Average cost to  
resolve a Wi-Fi call

10%

of calls result in  
truck-roll



Neighboring interference



Dead spots



Sticky Clients

# The Nokia WiFi solution solves all these issues



Neighboring interference



Interference  
detection and  
identification



Dead spots



Meshed Wi-Fi  
networking



Sticky Clients

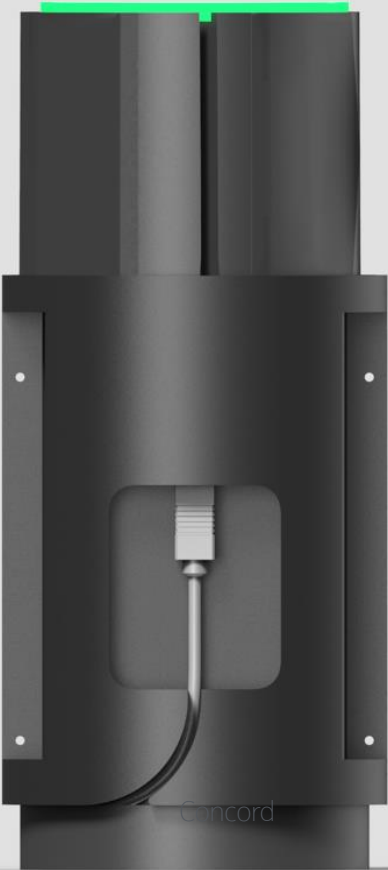


Seamless roaming  
Band steering



# Nokia WiFi

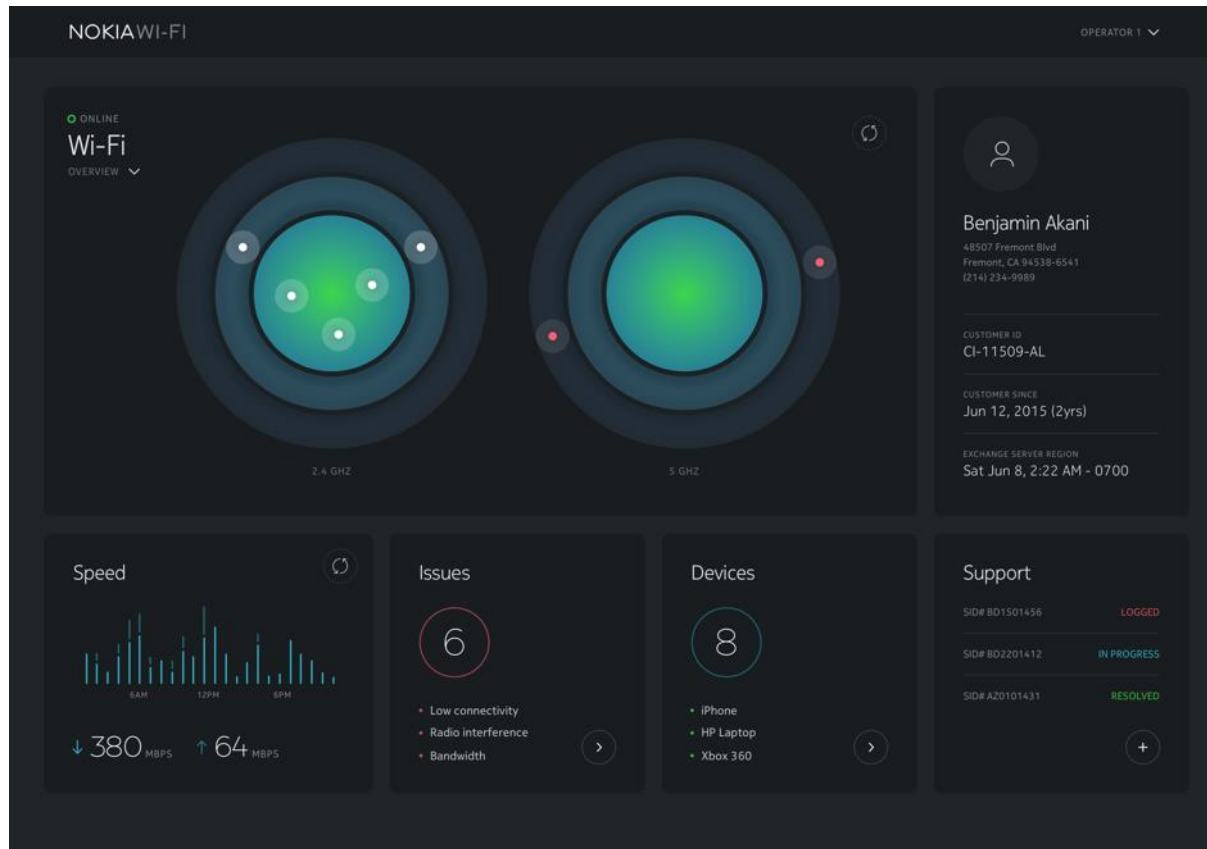




# Nokia WiFi Beacon 3



For the Beacon we are able to fit  
2x Ethernet ports  
3x buttons



Visualize a users home network and coverage.

1 click diagnostics and issue resolution.

## Network Recommendations

< Confidential - Nokia internal use only >

## Organic Upsell of Nokia WiFi

### Network Recommendations

#### SERVICE UPGRADES

#### Managed Wi-Fi Service Option



**Upgrade to managed Wi-Fi service** for the best possible signal strength throughout the home.

#### Gateway Firmware Update



Currently running firmware version 2.3.34, **2.4 version available.**

#### Broadband Speed Performance



**Upgrade to a Performance Pro Plan** for up to 500Mbps download speeds.

#### SERVICE UPGRADES

#### Broadband Speed Performance



Customer should move their device closer to the **Living Room** hotspot.

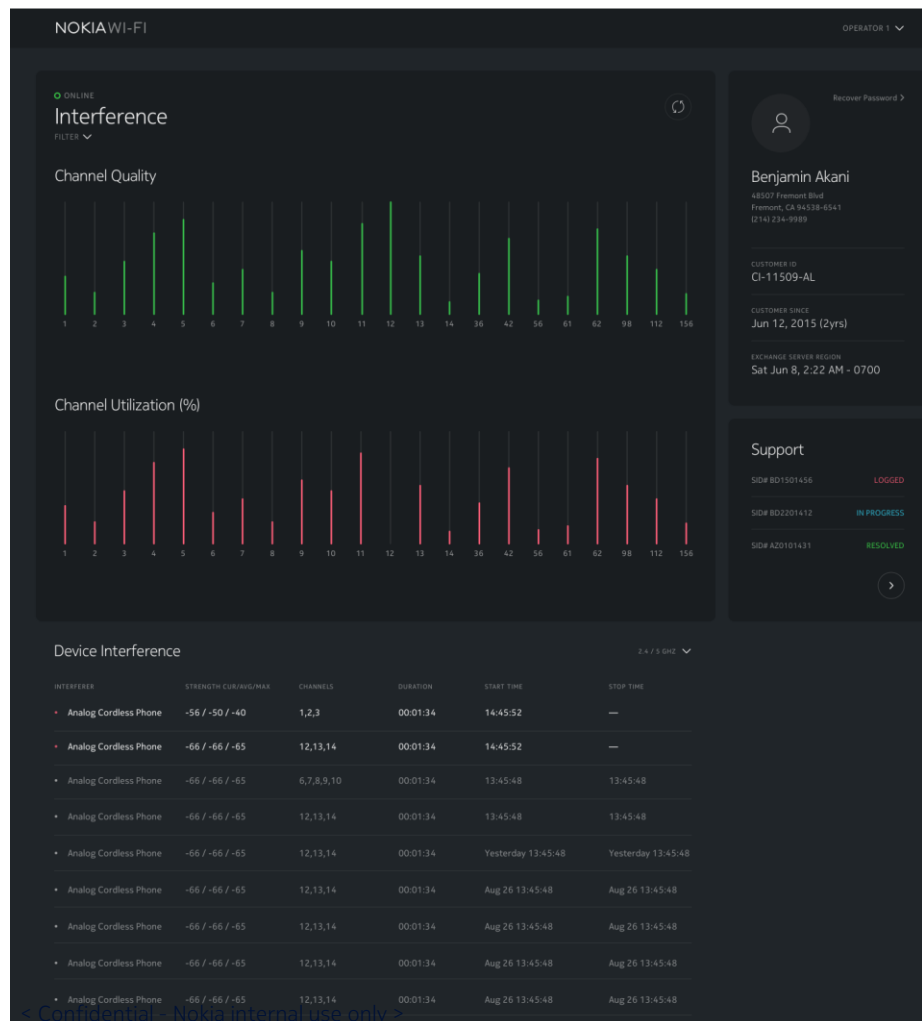
#### Xbox Signal Strength



Customer should move their device closer to the **Living Room** hotspot.

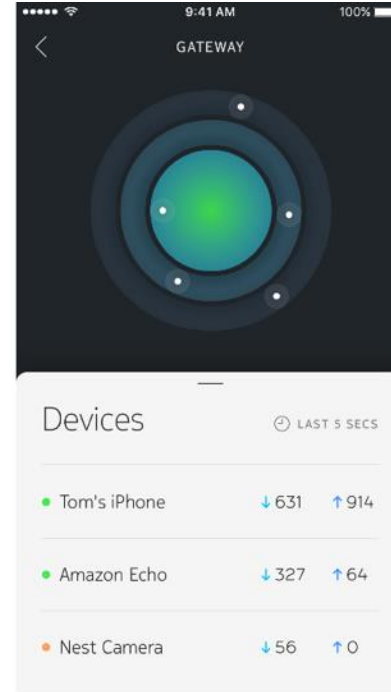
Instant  
Recommendations

Built in Upsell Engine



## 17 Unique Interference Source Detection

# User Confirmation Problem Solved



Home Network Device List  
Traffic Usage  
BB Speed Test  
BB BW Utilization  
Device Profiles  
Wi-Fi Spectrum Scan  
AP Location Detection  
Presence Detection

Simplified Care Agent Portal  
Heatmap Generation  
Refreshed Mobile App  
AI Chat Bot

Upgrade CPE  
Upgrade Network Devices  
Upgrade BB Services  
AP Relocation  
Band/Channel Steering  
Wi-Fi Credential Management

Add Beacons  
Upgrade BB BW package  
**Parental Control**  
**Network Security**  
**Future Spaces**  
**Run time Application Analytics**  
**Sensorless Sensing**



DATA DISCOVERY



USER INTERFACE



OPTIMIZE NETWORK

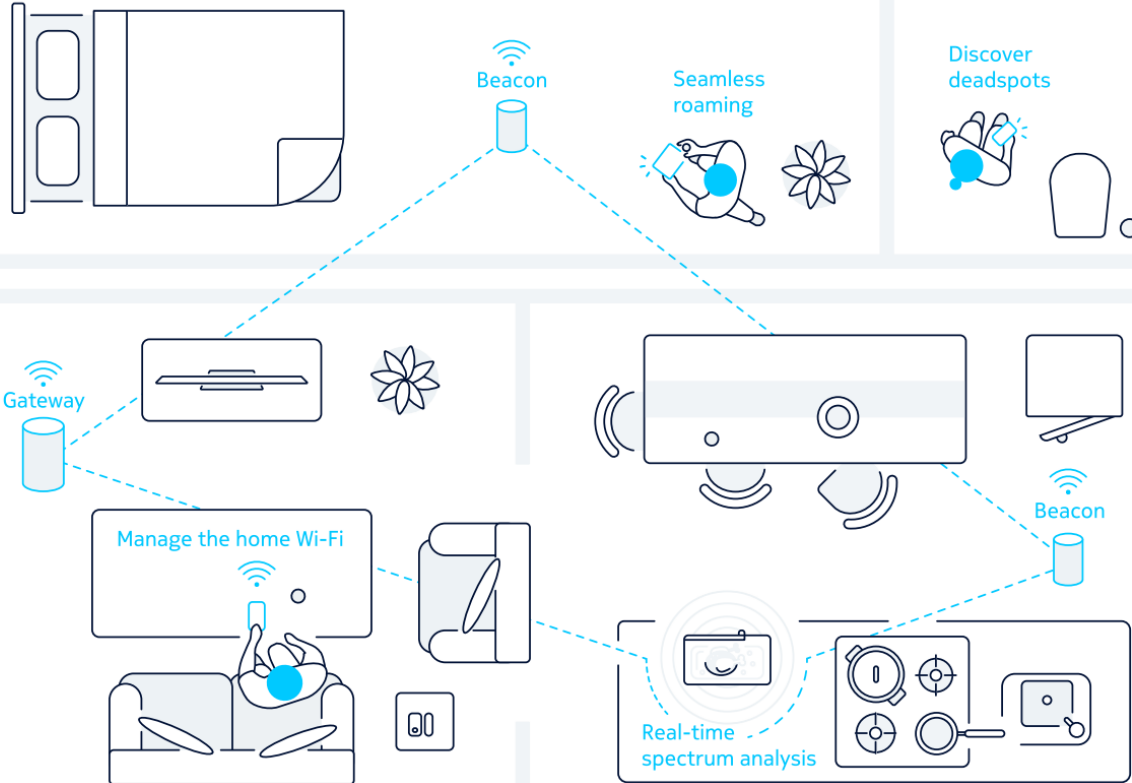


UPSELLING

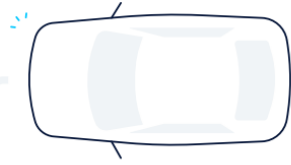


# Nokia WiFi: Carefree residential Wi-Fi

With real-time analytics to automatically bring the highest possible performance



< Customer Confidential >



Home Portal

Reduce customer churn and increase revenues through upsell



# NOKIA